

FIG. 1

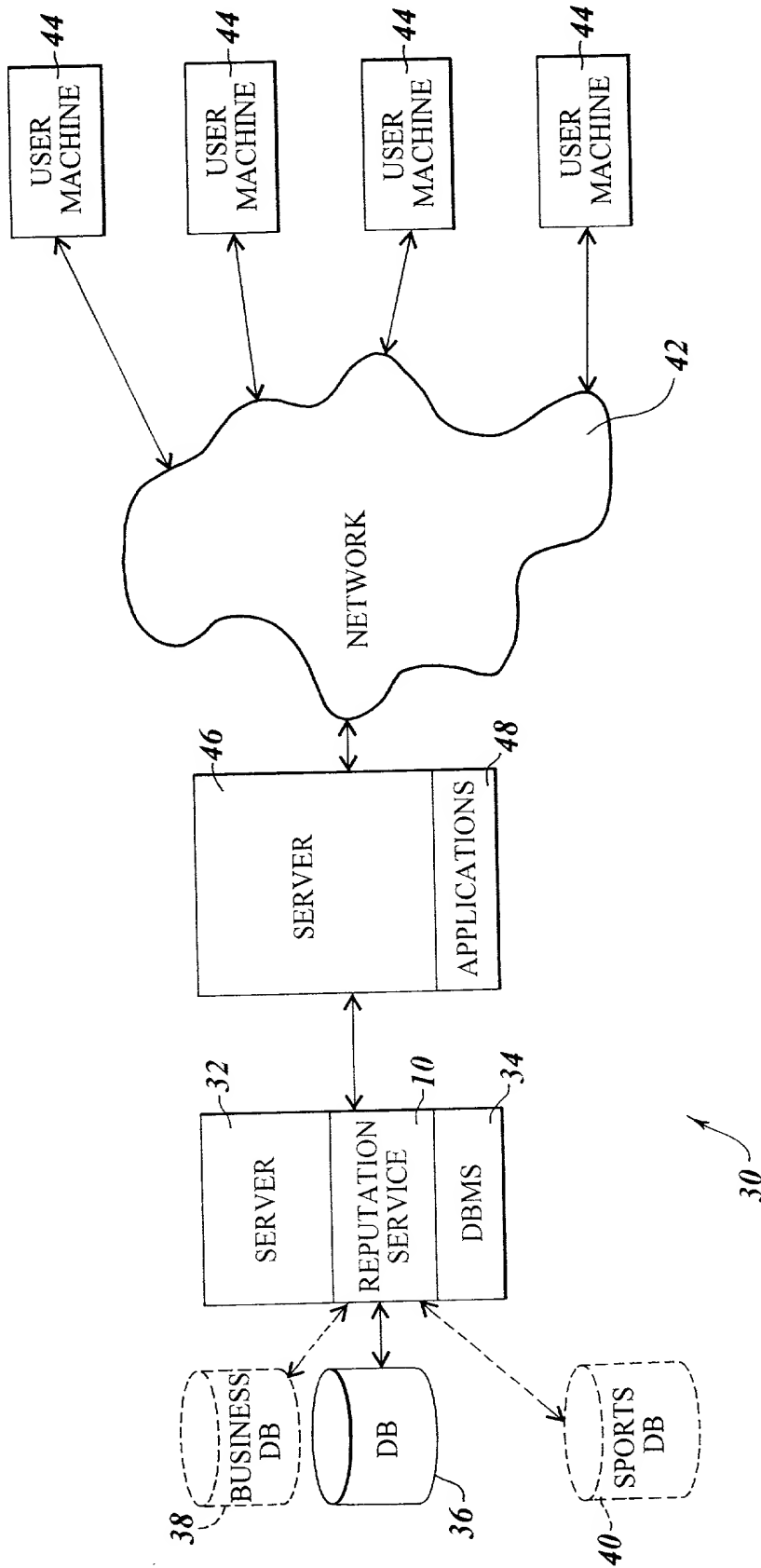


FIG. 2

52	NAME
54	ID #
56	REPUTATION FOR TRUTHFULNESS
58	REPUTATION FOR BUSINESS SAVVY
60	ATHLETIC ABILITY
62	BASKETBALL
64	TENNIS
66	BOWLING
68	GOLF
70	SOFTBALL
72	SOCCER
74	HOCKEY
76	REPUTATION FOR JUDGING RESTAURANTS
78	REPUTATION FOR JUDGING MUSIC
80	REPUTATION FOR TRUSTWORTHINESS
82	REPUTATION FOR JUDGING WINE
84	MUSICAL ABILITY
86	WRITING ABILITY
88	MANAGERIAL ABILITY
90	LEGAL REPUTATION
92	MEDICAL REPUTATION
94	ARTISTIC ABILITY
96	REPUTATION FOR TIMELINESS
98	GAME PLAYING ABILITY
100	CHESS
102	CARDS
104	BRIDGE
106	POKER
108	VIDEO GAMES
110	STOCK PICKING ABILITY

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REPUTATION, 120	
REPUTATION NAME	122
REPUTATION VALUE	124
TRUSTWORTHINESS METRIC	126
EMPIRICAL DATA	128
OTHER DATA	130

FIG. 4A

120	
REPUTATION FOR TRUSTWORTHINESS	122
7.0	124
+ 0.5	126
- PASSED LIE DETECTOR	128
-FORMER EMPLOYER SAYS TRUTHFUL	130
AGE : 30	

FIG. 4B

120	
REPUTATION FOR TRUTHFULNESS	122
LIAR	124
CERTAIN	126
-CONVICTED OF FRAUD	128
AGE : 30	130

FIG. 4C

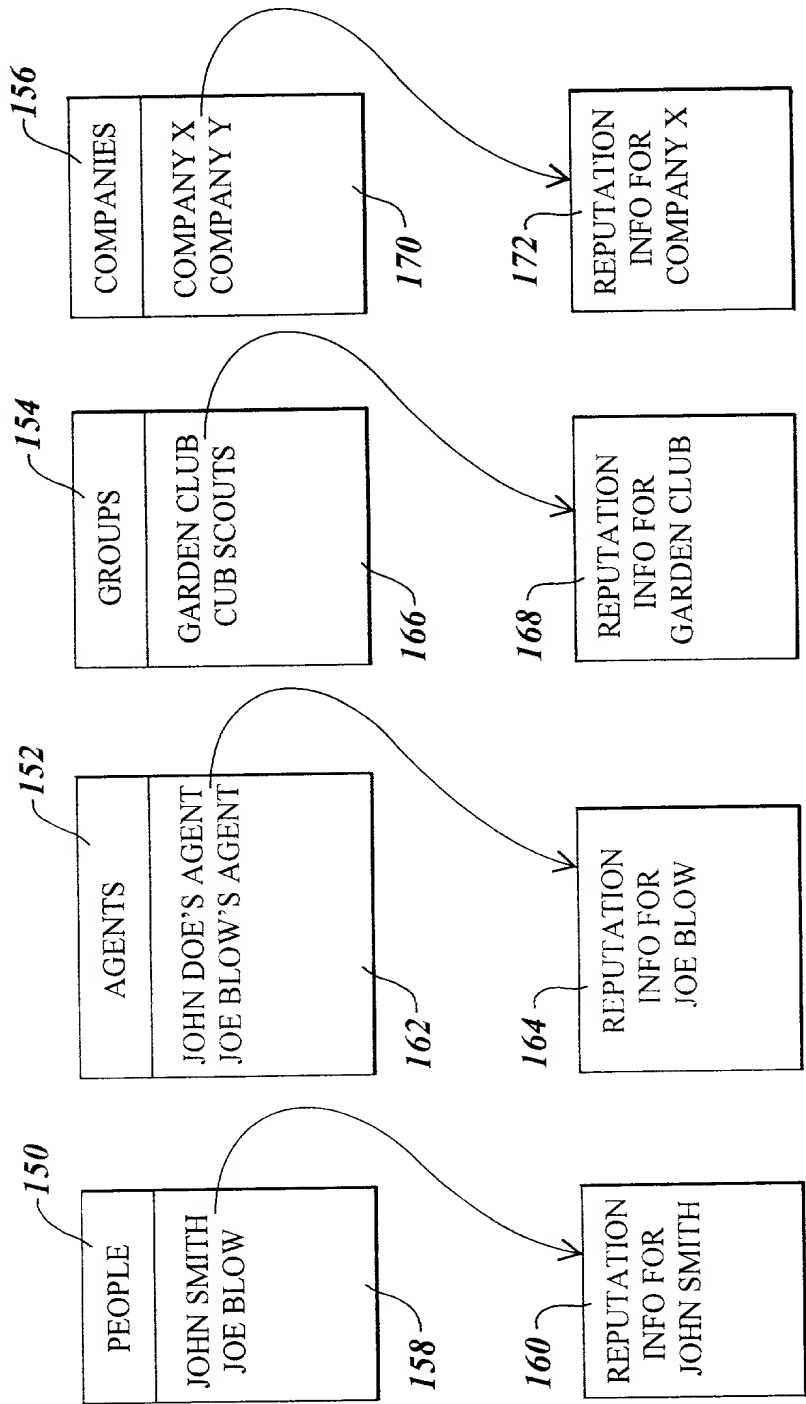


FIG. 5

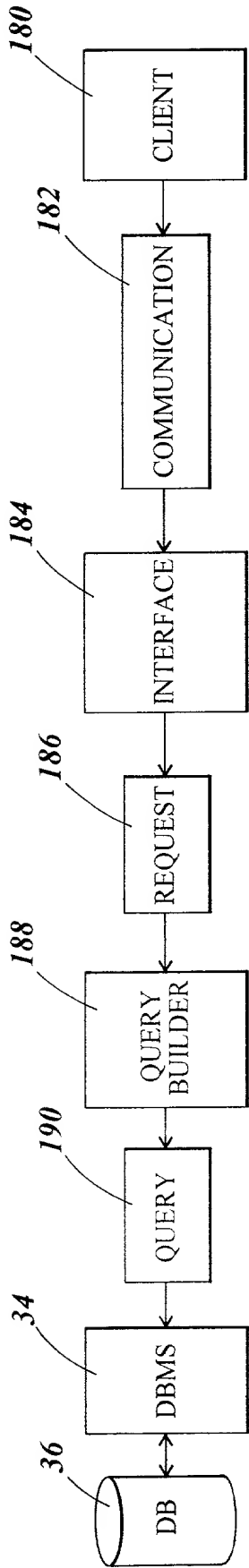
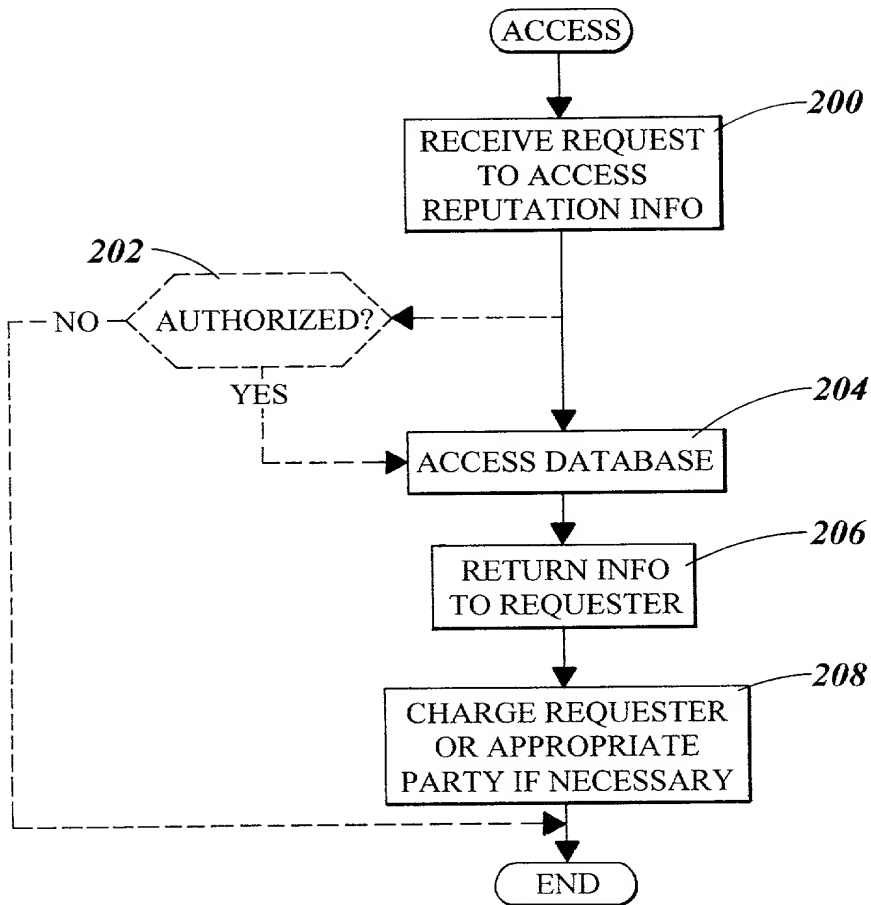


FIG. 6

*FIG. 7*

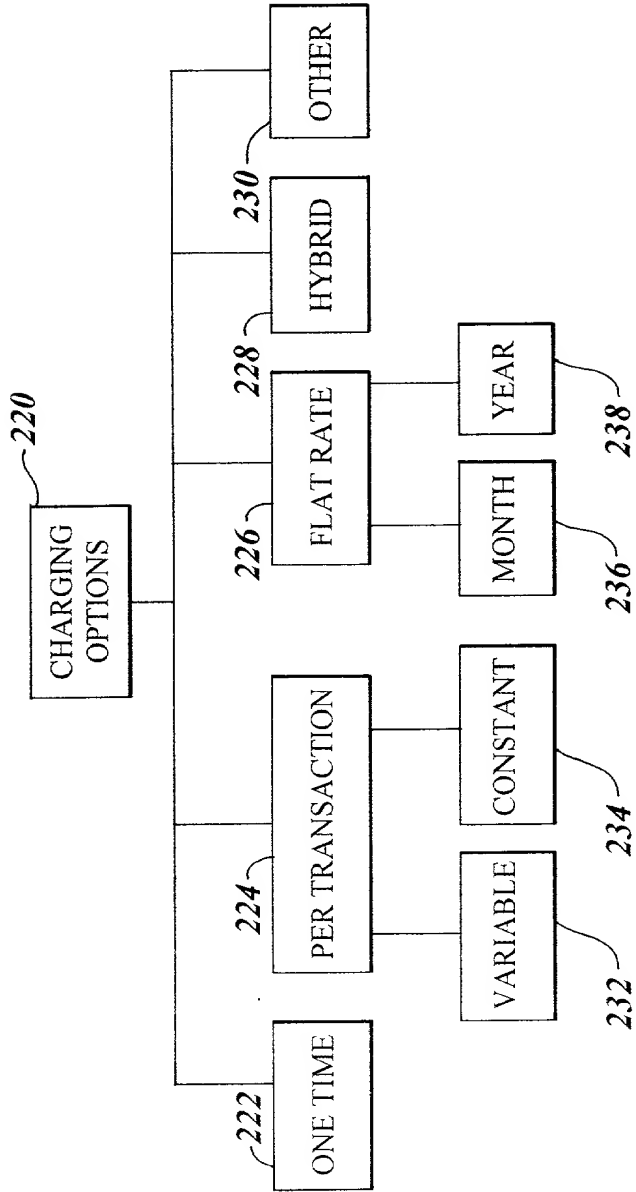
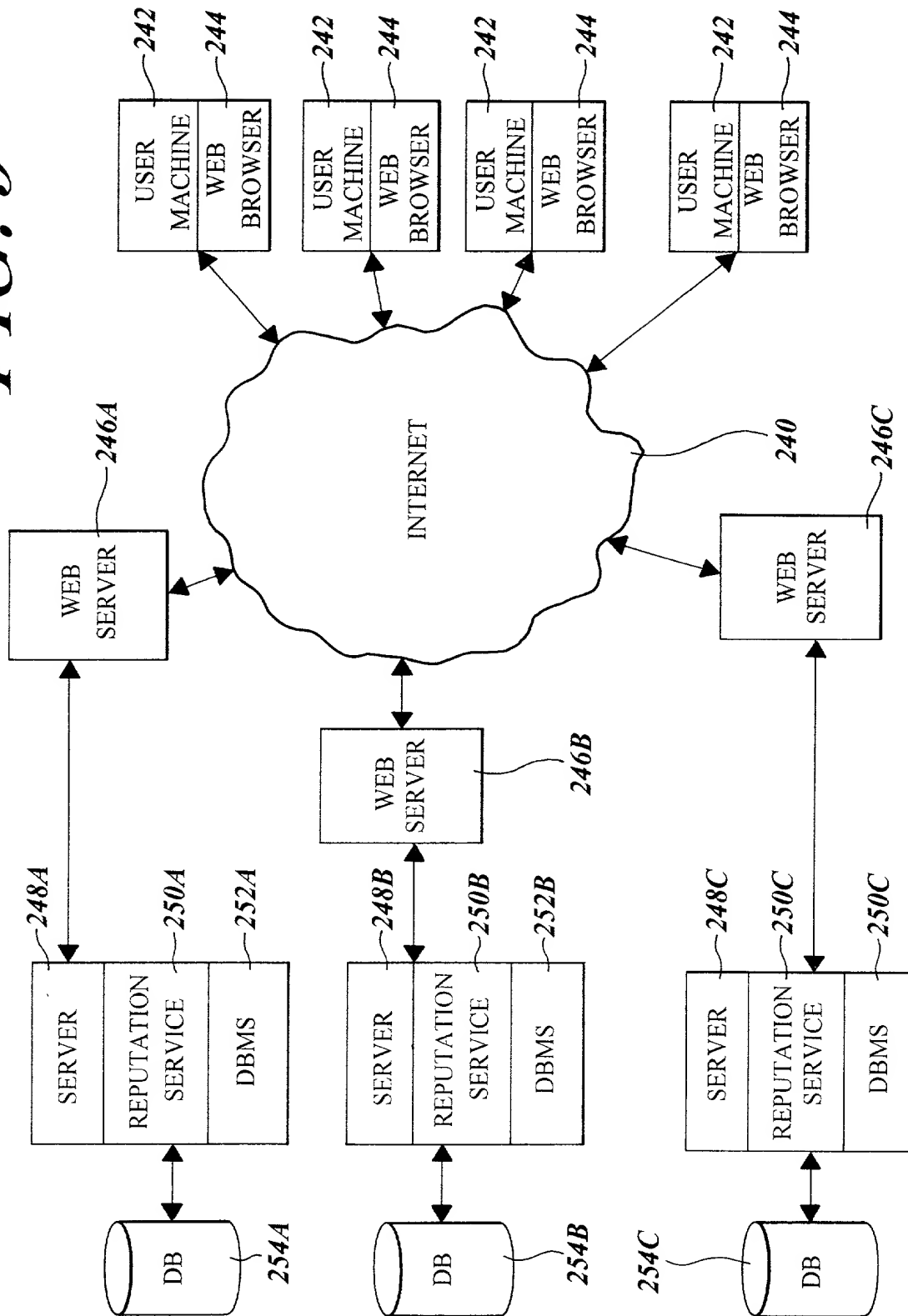


FIG. 8

FIG. 9



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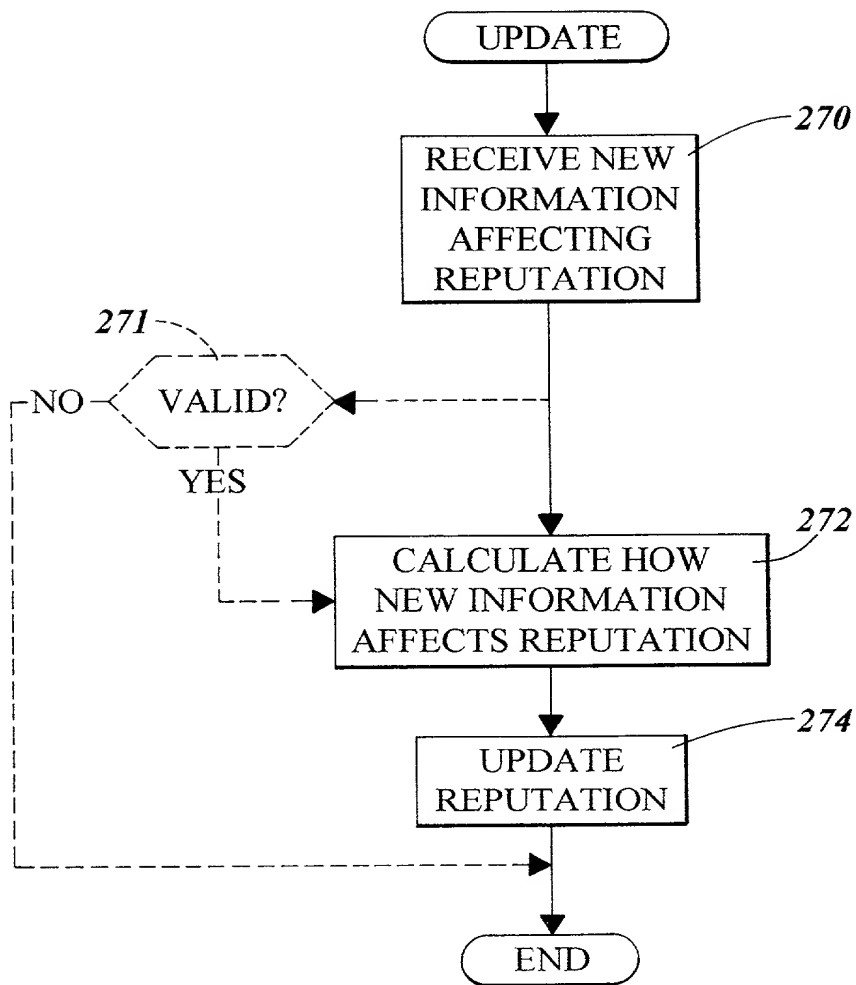


FIG. 10

280

WELCOME TO THE REPUTATION SERVICE

282 { PLEASE ENTER THE NAME OF THE PARTY FOR WHICH
YOU WOULD LIKE TO OBTAIN REPUTATION
INFORMATION

284

286

288

AARON ANDREWS
AGENT FOR AARON ANDREWS
AMERICAN GARDNERS
AMG CORPORATION
AMANDA SMITH

289

CANCEL

The figure shows a graphical user interface for a reputation service. At the top, a welcome message is displayed. Below it, a prompt asks the user to enter a name. A list box contains five names: Aaron Andrews, Agent for Aaron Andrews, American Gardners, AMG Corporation, and Amanda Smith. The list box has a scroll bar on the right. A 'CANCEL' button is located at the bottom right of the interface.

FIG. 11A

290

PLEASE SELECT THE REPUTATION INFORMATION
YOU WOULD LIKE TO SEE FOR
AARON ANDREWS

292

296

	▽
REPUTATION FOR HONESTY	
BASKETBALL ABILITY	
MUSICAL ABILITY	
	△

297

CANCEL

FIG. 11B

300

302

THE COST OF OBTAINING INFORMATION REGARDING
THE BASKETBALL ABILITY OF AARON ANDREWS
IS \$10.

DO YOU WISH TO OBTAIN THIS INFORMATION?

304

☐

NO

306

☐

YES

CREDIT CARD NUMBER

308

SUBMIT

310

CANCEL

312

FIG. 11C